



SUCCESSFUL BUSINESS NETWORKING

AFRICA

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A Gift to Africa



Africa is a big continent with 53 countries and varied **cultures**, **languages**, **religions**, **political**, **social** and **economic** variations..

Networking..

1. Be There, Be Seen (where ever that is..) Be Present



Networking..

1. Educate yourself before event, be prepared, have clear purpose



Networking..

1. Pay Attention – Listen, Follow-Up, Focus on them



Networking..

Understand Nuances – cultural,
political, legal, personal



Networking..

Give First, Gain Trust (Little gestures make a great difference)



Networking.. Sum it Up..

- Maintain long-term relationships, never burn your bridges..
- Important factors I learned:
 - communication is now easier
 - Seek those who know better than you

THANKS!

